

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**LISTING OF CLAIMS:**

1-16. (Cancelled)

17. (Currently Amended) A data mining system for delivering presentations associated with data mining models, said data mining system comprising:

~~a)-~~ a repository to store said data mining models ~~and said presentations~~ , customer attributes, and presentation definitions ;

~~b)-~~ means to edit ~~access, create, update, and import~~ said data mining models, said presentation definitions ~~presentations~~ , and said customer attributes ~~content and structure of said repository~~ ;

~~e)-~~ means to generate ~~select and prepare~~ a presentation ~~ones of said presentations~~ to deliver to a customer system users ; wherein said means to generate ~~select and prepare~~ includes an analytic decision engine system including model presentation services and scoring services modules; and,

~~d)-~~ means to ~~access said data mining system by said users~~ , to receive ~~first and second~~ inputs from said customer system users , and to deliver said presentation ~~presentations~~ to said customer system users ;

wherein said inputs include a customer identification and a presentation definition identification;

wherein said means to generate selects a presentation definition using said presentation definition identification and selects a customer attribute using said customer identification;

wherein said presentation definition includes a reference to a data mining model;

and,

wherein said means to generate applies said data mining model to said customer attribute to produce an outcome for display in said presentation according to a format included in said presentation definition .

18. (Currently Amended) The system of claim 17 wherein said data mining models include one or more of ~~at least one of~~ simple scores, and complex scores, static scores, and dynamic scores, rules, rules sets, and rules systems , ~~and composites and combinations of said scores, rules, rules sets, and rules systems .~~

19. (Currently Amended) The system of claim 17 wherein said presentation definitions ~~presentations~~ include defined sets of content including one or more of ~~at least one of~~ ~~data mining model references,~~ references to said data mining models, scores, rules, said customer attributes, activity suggestions, to do lists, pop-up windows, HTML segments, and XML scripts.

20. (Currently Amended) The system of claim 17 wherein said presentations include one or more of ~~at least one of~~ simple presentations, range based presentations, and complex presentations.

21. (Currently Amended) The system of claim 17 wherein said repository is a database having at ~~least one of~~ a database schema and a database management system.

22. (Currently Amended) The system of claim 17 wherein said means to edit ~~access, create, update, and import~~ said data mining models, said presentation definitions ~~presentations~~ , and said customer attributes ~~content and structure of said repository~~ includes a data mining console system.

23. (Currently Amended) The system of claim 17 wherein said means to edit ~~create~~ ~~said presentations and~~ said data mining models , said presentation definitions, and said customer attributes includes one or more of ~~at least one of~~ text editors, scripting tools, web development tools, and HTML editors.

24. (Cancelled)

25. (Currently Amended) The system of claim 17 wherein said means ~~to access said data mining system by said users~~, to receive ~~first and second~~ inputs from said customer system users, and to deliver said presentations to said customer system users includes a network.

26. (Currently Amended) The system of claim 17 wherein said customer system includes users ~~include~~ one or more data mining management consoles integrated with or connected over a network.

27. (Currently Amended) The system of claim 17 wherein said customer system includes users ~~include~~ one or more applications running on a computer, system, or other appliance integrated with or connected over a network.

28. (Currently Amended) The system of claim 17 wherein said customer system includes users ~~include~~ one or more thin or thick clients in a client-server or browser-server environment integrated with or connected over a network.

29. (Cancelled)

30. (Currently Amended) The system of claim 17 wherein said ~~second~~ inputs include one or more of said customer attributes ~~at least one of updates, edits, modifications, deletions, replacements, suspensions, changes, improvements, and optimizations of said data mining models and said presentations~~ .

31. (Currently Amended) The system of claim 30 ~~17~~ wherein said data mining system includes one or more reporting systems.

32. (Currently Amended) The system of claim 31 wherein said reporting systems include one or more of ~~at least one of~~ outcome monitoring systems and presentation usage monitoring systems.

33. (Currently Amended) The system of claims 32 wherein said reporting systems provide one or more ~~ones~~ of said ~~second~~ inputs.

34. (Currently Amended) The system of claim 17 wherein said data mining system includes one or more of at least one of servers, memory devices, processing units, input devices, output devices, display devices, and means for communications ~~said users to store and process sequences of instructions and to enable communications with said users~~ .

35. (Cancelled)

36. (Previously Presented) The system of claim 25 wherein said network is an Internet network.

37. (New) A method for generating presentations of outcomes associated with data mining models for display on a display screen, comprising:

storing one or more presentation definitions in a repository; wherein the presentation definitions contain one or more rules, one or more references to data mining models, and one or more references to customer attributes; wherein the presentation definitions have respective formatting information for formatting presentations of outcomes; wherein the customer attributes are name-value pairs; wherein the data mining models generate scores based on one or more of the customer attributes; and, wherein the rules are for branching on one or more of the scores and the customer attributes to choose between outcomes;

receiving a request for a presentation for an outcome, the request including a presentation definition identification and one or more of a customer identification and one or more customer attributes; wherein the presentation definition identification is a key to a presentation definition stored in the repository; and, wherein the customer identification is a key to one or more customer attributes stored in the repository;

in response to the request, retrieving a presentation definition from among the one or more presentation definitions using the presentation identification and retrieving one or more of the customer attributes from the repository using the customer identification;

generating one or more scores from the data mining models referenced by the presentation definition using one or more of the customer attributes provided by the request or retrieved from the repository;

determining the outcome by applying one or more rules in the presentation definition to one or more of the scores and the customer attributes; and,

formatting the presentation for the outcome for display on the display screen using the formatting information contained in the presentation definition.

38. (New) The method of claim 37 wherein the data mining models are one or more of a logistic regression, a decision tree, a neural network, a Bayesian network, a linear regression, a cluster model, a K-Means cluster model, an expectation maximizing cluster model, and an association rule.

39. (New) The method of claim 37 wherein the customer attributes are one or more of age information and sex information.

40. (New) The method of claim 37 wherein the formatting information is markup language formatting information.

41. (New) The method of claim 37 and further comprising importing the data mining models and presentation definitions into the repository.

42. (New) The method of claim 37 and further comprising receiving updated data mining models and updated presentation definitions to replace the data mining models and presentation definitions in the repository.

43. (New) The method of claim 37 and further comprising receiving the one or more rules for the presentation definition.

44. (New) The method of claim 37 wherein the scores are one or more of simple scores, complex scores, static scores, and dynamic scores.

45. (New) The method of claim 37 wherein the outcomes provide one or more of defined sets of content, data mining model scores, activity suggestions, to-do lists, pop-up windows, HTML segments, extensible markup language (XML) scripts, and sets of computer instructions.

46. (New) The method of claim 37 wherein the outcomes are one or more of simple messages, range based messages, and complex messages.

47. (New) The method of claim 37 wherein the request is received over a network.

48. (New) The method of claim 47 wherein the network is an Internet network.